

FOR IMMEDIATE RELEASE

**PEOPLE-CENTRIC CARE MANAGEMENT/HOME CARE SERVICE PROVIDER IN U.S.
EXPANDS CAREGIVER INCENTIVE PROGRAM**

Arosa announces expansion of Care Heroes partnership to include locations across nine states

WEST PALM BEACH, Fla. – Reflecting its commitment to supporting the care professionals it employs, the nation’s largest private home care service provider has announced plans to greatly expand the innovative incentivization program currently offered to its caregivers at four sites.

The partnership between [Arosa](#) and Care Heroes launched a year ago. The response was so overwhelmingly positive that Arosa has elected to expand availability of the Care Heroes program system-wide, to include a total of 31 sites across nine states. The expansion will begin on March 13, as part of an internal initiative, Caregiver Appreciation Month.

The Care Heroes web and mobile platform allows caregivers to track their activities and rewards Care Coins™ for successfully meeting benchmarks or as a reward for exceptional actions in support of Arosa’s clients. Caregivers can then use the Care Coins to acquire gift cards for groceries, entertainment, gas, and more.

Arosa CEO Ari Medoff touted the success of the program to date, noting that it aligns with a people-centric mission and that caregivers greatly appreciate the Care Heroes incentives – a fact that Medoff says is reflected in Arosa’s reduced staff turnover numbers.

“At Arosa, we keep care professionals top-of-mind and want to show our gratitude for their excellent work. When someone joins the Arosa team, our goal is to ensure they enjoy a long-lasting and satisfying career with us,” Medoff notes. “In addition to offering pay, benefits, and additional training that go beyond the industry average, and our CElebrating CAREgivers (CECA) Awards, Care Heroes is a vital part of our employee attraction and retention efforts.”

“Arosa understands the importance of thanking and rewarding the teams that are charged with providing responsive, industry-leading care,” Care Heroes CEO Chiara Bell adds. “The incentives offered by Care Heroes make for happier and more committed care professionals, and that results in better care and healthier patient outcomes.”

About Care Heroes

Care Heroes delivers an innovative software solution that better connects all key stakeholders in a patient’s care with a particular emphasis on acknowledging and incentivizing home-based caregivers who often have the most accurate, day-to-day information and influence on a patient’s condition. Leading healthcare providers and health plans use Care Heroes to empower their care management teams to more proactively monitor and address the needs of patients who need assistance, which ultimately helps eliminate gaps in care, reduce costly complications, and improve care team member satisfaction.

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About Arosa

Arosa is the premier provider of integrated care management and caregiving services. Our compassionate care professionals are supported and celebrated as they care for our clients and provide peace of mind for the whole family. Our social enterprise continues to grow nationally because we know that in each community clients and caregivers will benefit from a better experience. We are proud to count social impact firms Bain Capital Double Impact and HCAP as partners on our journey. They share our commitment to improving job quality for all Arosa Teammates and building better models of care for all Arosa Clients.

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